

FIGURE 1

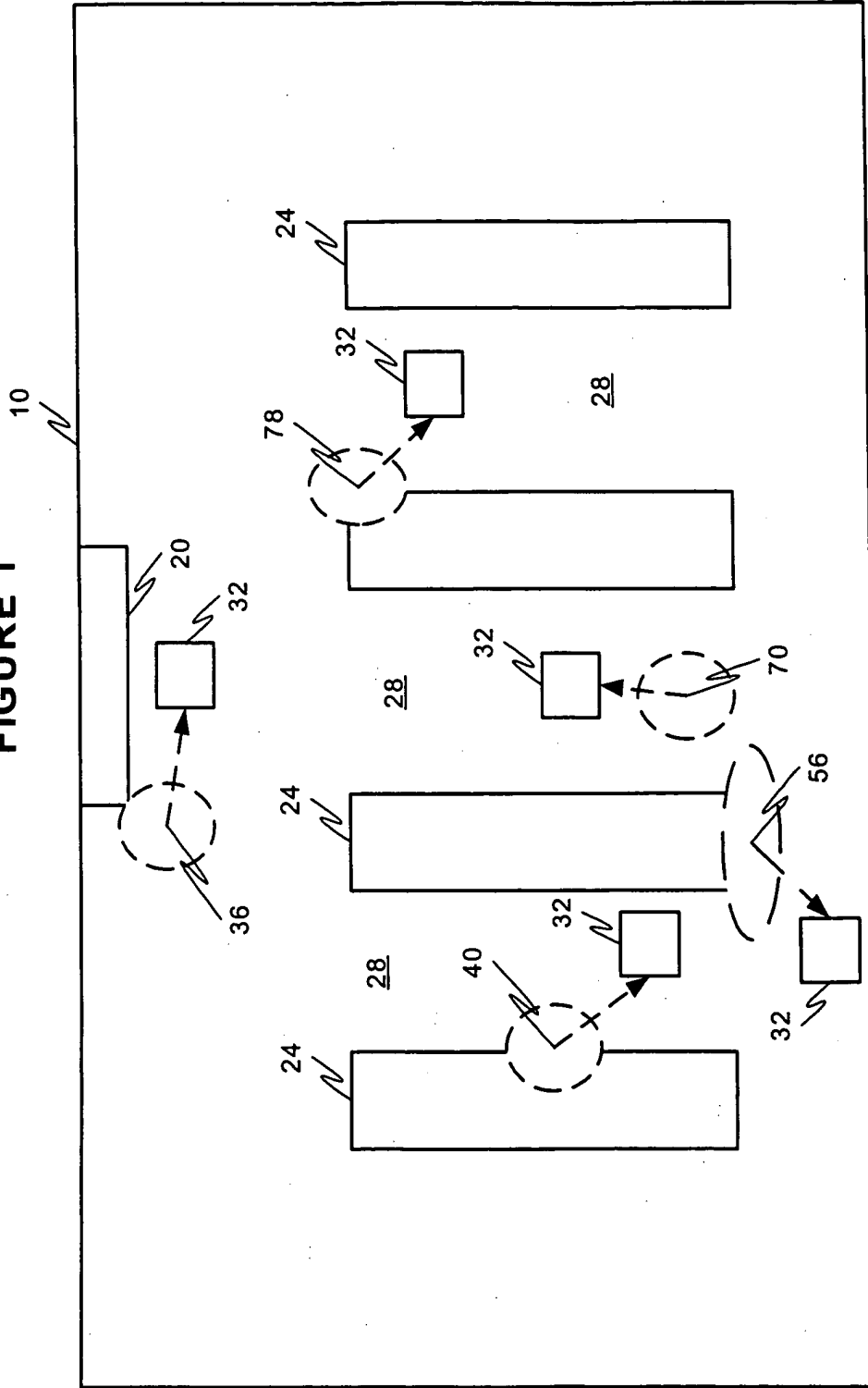


FIGURE 2

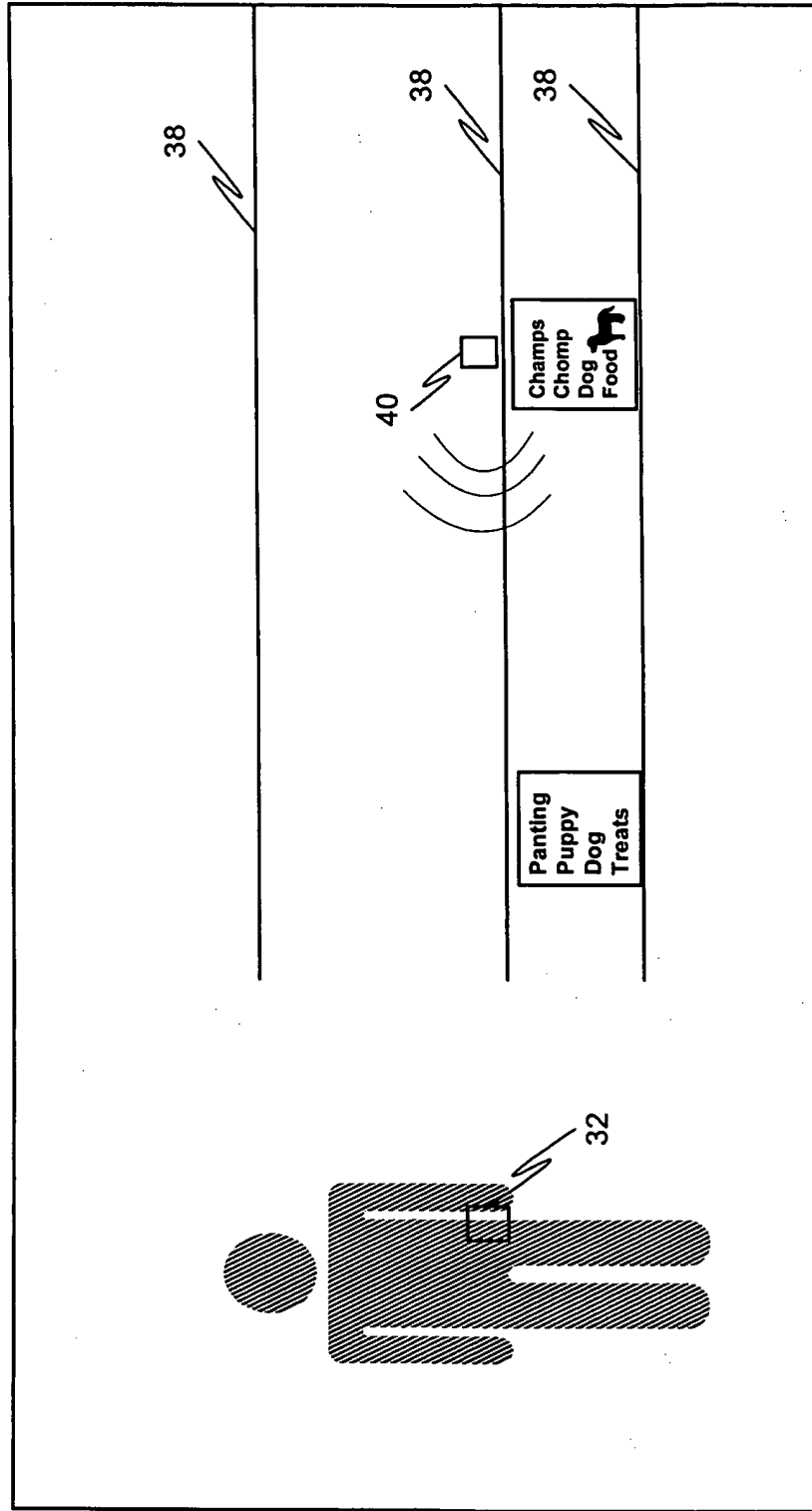








FIGURE 3

Commercial Establishment ID	Transmitter ID	Panelist ID	Time of Day	Duration
44 	9562	1251	10:00	<5 seconds
48 	8723	1251	10:03	20
52 	2321	1251	10:04	30
74 	1950	1251	10:10	10
82 	7878	1251	10:13	30
86 	9562	1251	10:20	<5

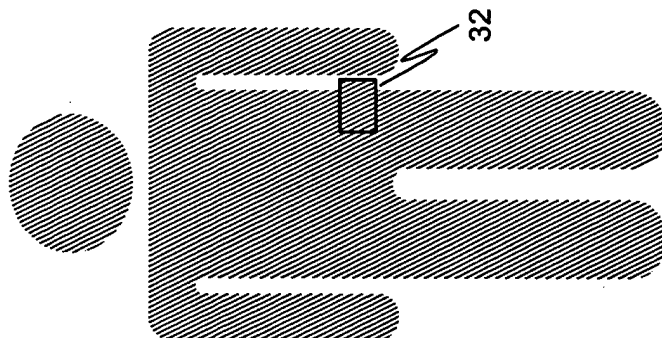


FIGURE 4

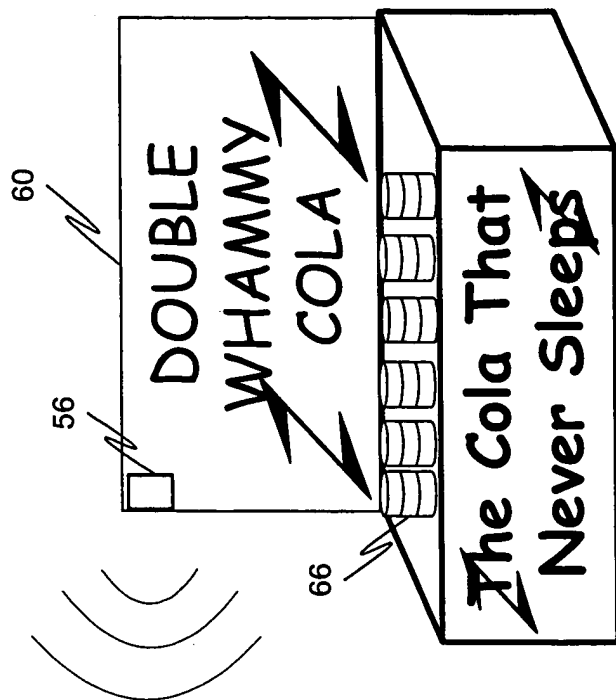


FIGURE 5

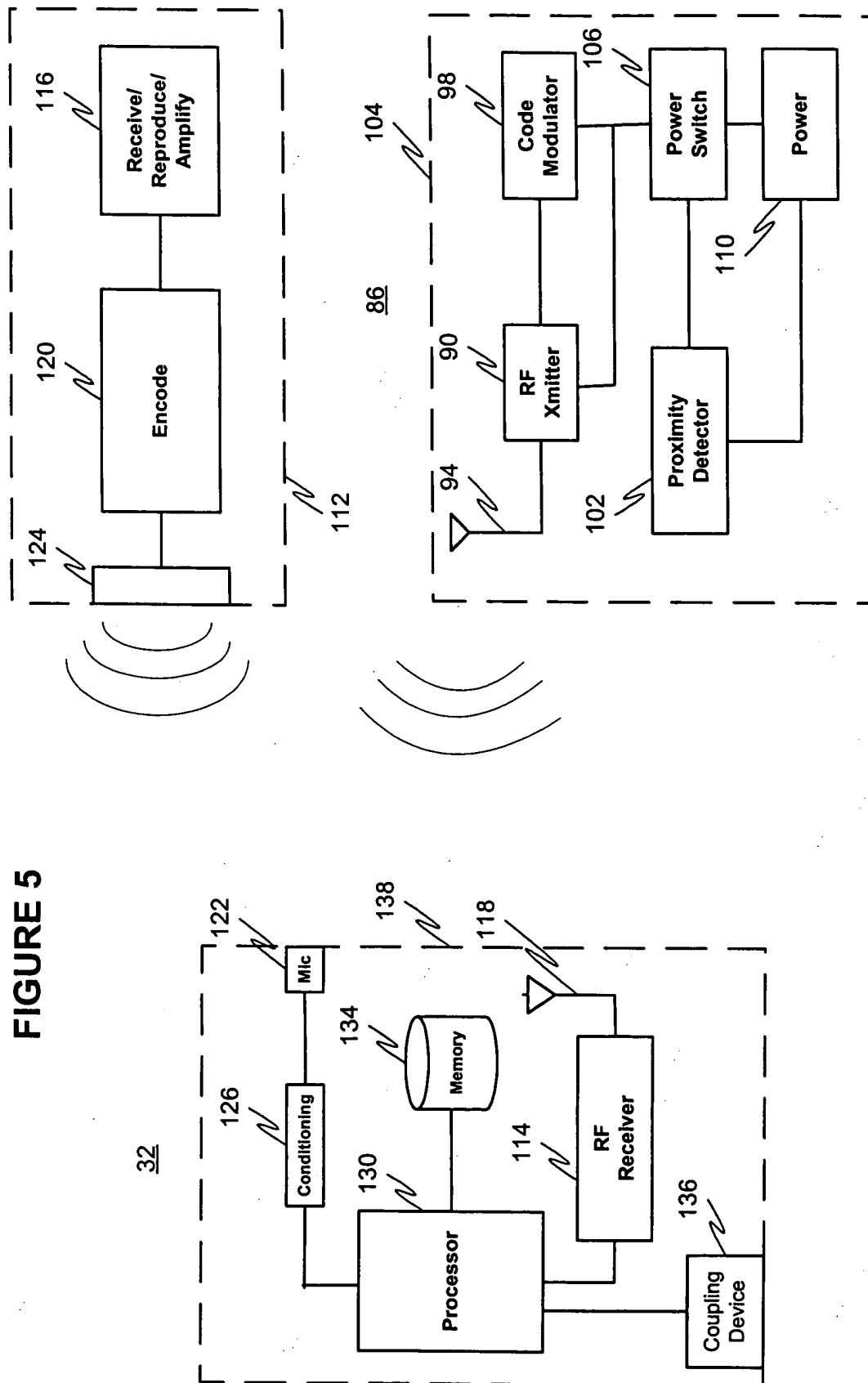


FIGURE 6

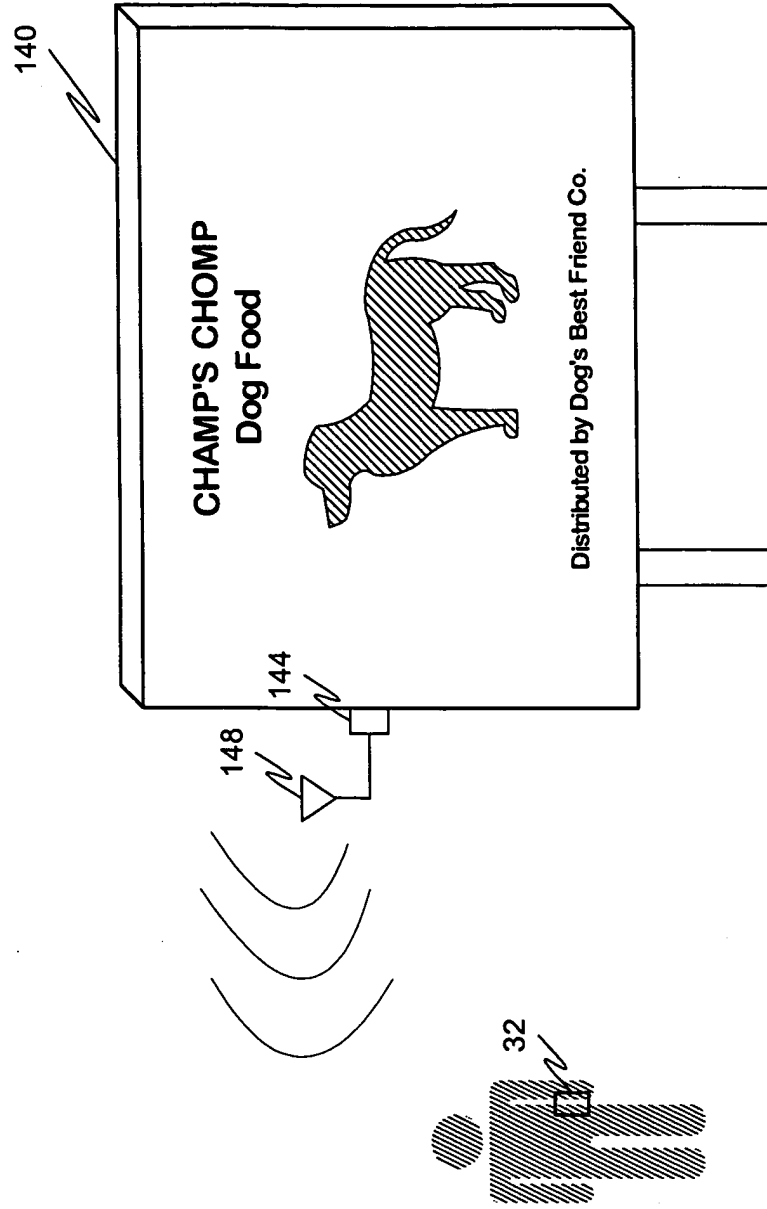


FIGURE 7

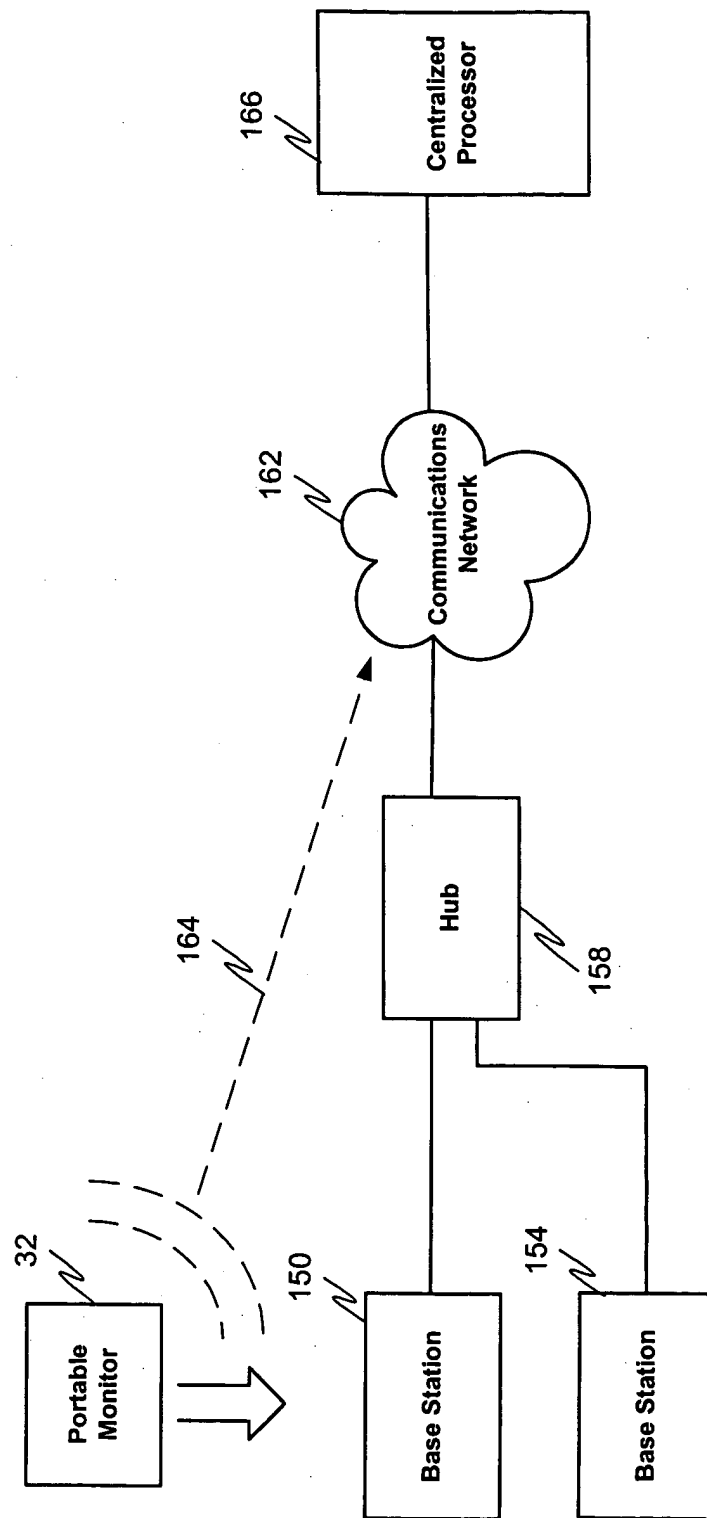


FIGURE 8

170

Client	Store	In-Store Location	Transmitter ID	Product and/or Promotional Display	Distributor/ Manufacturer
Ed's Emporium	Bayville	E1	9562		
Ed's Emporium	Bayville	A1M	8723	Champ's Chomp Dog Food	Dog's Best Friend
Ed's Emporium	Bayville	A1B	2321	Double Whammy Cola	Zap! Distributors
Ed's Emporium	Bayville	A2F	5584	Glug Beer	F, L & H
Ed's Emporium	Bayville	A5F	1950	Grim Reaper Bug Spray	W&S
Ed's Emporium	Bayville	A6B	7878	4 I's Reading Glasses	Optics-R-Us
Wilton Market	Wilton	E1	1973		
Wilton Market	Wilton	A1F	1987	Henri's Foi Gras	Swanky Frank's
Wilton Market	Wilton	A2B	4527	Acme Escargot	Snail's Pace

174

178

FIGURE 9

